

**ABSTRACT**

An image signal processing method for performing nonlinear compensation on an image signal to be fed into a display device (103). The characteristics of nonlinear compensation are changed according to the brightness of a place in which the display device (103) is installed. This method can make the characteristics of brightness of human beings feel linear with respect to an image signal, even when the display luminance of the display device (103) is uniformly increased by the influence of ambient light.